

A Victorian (Australian) example

Link to Naming rules for places in Victoria – 2016

<https://www.propertyandlandtitles.vic.gov.au/naming-places-features-and-roads/naming-rules-for-places-in-victoria>

Lucas suburb example: https://en.wikipedia.org/wiki/Lucas,_Victoria

<https://www.lucasballarat.com.au/history>

The ANZAC Commemorative Naming project:

<https://www.propertyandlandtitles.vic.gov.au/naming-places-features-and-roads/anzac-commemorative-naming-project>

Principle (H) Using commemorative names

Naming often commemorates an event, person or place. Examples include recognising Aboriginal people or cultural events, or following a theme such as Australian war contributions (refer to [Section 2.3 Anzac commemorative naming project](#)). When considering a commemorative name, the following points must be considered.

- If named after a person, that person should be or have been held in strong regard by the community, with preference given to unofficial names used by the local community. When deciding on the assignment of a commemorative name, naming authorities should consider the person's achievements, relevant history and association to the area, and the significance of the family/person to the area/land. For example, a family that has been associated with an area for at least 50 years.
- The names of people who are still alive must be avoided because community attitudes and opinions can change over time.
- A commemorative name applied to a locality or road should use only the surname of a person, not first or given names.
- A commemorative name applied to a feature can use the first name and surname of a person; although, it is preferred that only the surname be used.
- The initials of a given name are not to be used in any instance.

Note: if a name is duplicated you may consider using a first or middle name or a locally used name; however, the naming authority should contact the OGN for further advice.

This approach ensures that emergency and postal services are not delayed because of inconsistent application of a name. For example, *Smith Park* is a clearer name than *John Edward Smith Park* because it's possible John Park, Edward Park, John Smith Park, J. E. Smith Park or J. E. S. Park might be used by the public.

Naming authorities should make every effort to gain consent from family members of the person being commemorated. Supporting evidence that shows a naming authority's attempts to consult family members should be provided to OGN when lodging the proposal.

Supporting evidence is required, including copies of letters sent to the family, copies of newspaper advertisements calling for consent or contact details of the family and any response from the family. When a naming authority is unable to locate existing family members, the naming authority may use the newspaper notice advertising the proposed name to also call for consent from the family and/or

request family contact details from the community. Refer to [Section 7.2.4](#) The consultation process, Notices. Any response from the family should be included in the proposal sent to the Registrar.

If a naming authority has exhausted avenues to contact families and the proposal is the name of a person who passed away at least 70 years ago, the Registrar will consider the naming proposal.

In exceptional circumstances, if the naming authority wishes to name a road, feature or locality after a living person, it must apply in writing to the Registrar to seek an exemption from this principle. Consent from the person should be sought prior to any exemption request being submitted to OGN. The naming authority must outline the reasons for proposing a living person's name, including but not limited to evidence about the person's achievements, relevant history and association to the area. This exemption request must be sought prior to commencing any public consultation or reaching a decision on the final naming proposal.

Principle (I) Using commercial and business names

For similar reasons to those outlined in [Principle \(H\)](#), naming authorities should not name places after:

- commercial businesses
- trade names
- estate names (which are solely commercial in nature)
- not-for-profit organisations.

Names of estates should not be applied to roads, features or localities to avoid possible future issues related to addressing. Names with historical connections to places are preferred.

Note: Estate names include names applied to residential estates, commercial use estates, e.g. residential subdivisions and business parks or commercial/industrial zoned land. Where roads, features and localities are named using the estate name, that have no link to place, then the name will not be allowed.

Naming authorities should use their discretion as to whether an exemption request is required. For further advice contact the OGN.

Exceptions may apply if the business or organisation had an association with the area over a substantial period of time and is held in high regard by the community, e.g. [Lions Park Mallacoota](#) (maps.land.vic.gov.au/lasi/VicnamesUI.jsp?placeId=12026), Mantello Drive and Vegemite Way.

In these circumstances, the naming authority must apply in writing to the Registrar to seek exemption from this principle, including but not limited to evidence of the business's or organisation's association with the area and any known community views. This exemption request must be sought prior to commencing any public consultation or reaching a decision on the final naming proposal.